

**ABSTRACT OF THE DISCLOSURE**

A display device disposes in an upside down orientation at least one container having a body portion and a neck portion wherein the neck portion is disposed below the body portion when the product is in the upside down orientation. The display device is useful for articles having labels which convey meaning in an upright and upside down orientation. The display device includes an elongated member defining a conduit extending between first and second ends for accommodating one or more containers in an upside down orientation such that the neck portion of the containers face the second end of the conduit. A stop member is associated with the elongated member and disposed beyond the conduit and adjacent to the second end for providing a barrier to thereby prevent containers from falling out of or otherwise accidentally leaving the conduit.